



**FOR IMMEDIATE RELEASE**

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## **New H-E-B *plus!* Brings Freshness, Service & Selection to Hutto Community** 121,000 square-foot store opens in late fall 2016

**HUTTO, TEXAS** – March 10, 2016 – As the Hutto and Williamson County communities continue to grow so does the H-E-B family, with a new H-E-B *plus!* to open in Hutto in late fall 2016. After a decade of requests, H-E-B is answering Hutto's call with an H-E-B *plus!* that is designed with the community in mind and will be a one-stop-shopping destination for everyday grocery items and gourmet selections. New brand innovations such as Mia's Mirror, Meal Simple and Primo Picks will bring world-class shopping to Williamson County that builds on H-E-B's core strengths of everyday low prices and fresh foods.

The 121,000 square foot store will be located at 5000 Gattis School Road, Hutto, Texas 78634, and will employ approximately 350 Partners. The store will include H-E-B favorites like a full-service Meat Market, hand-rolled sushi, a bulk Healthy Living section, and an expansive Deli with artisanal cheeses, a scratch Bakery and in-house roasted meats.

"We are grateful to the City of Hutto for their support with years of planning and identifying the right-sized store to meet the needs of shoppers from the area, and we're thrilled to bring an H-E-B *plus!* to this growing community," said Jeff Thomas, H-E-B Senior Vice President and General Manager of the Central Texas Region.



**Hutto H-E-B *plus!* rendering**

At the Hutto H-E-B *plus!*, customers will find a wide selection of electronics, toys, house wares, grilling and outdoor furniture, apparel, party supplies, live plants and more. The larger store format will allow H-E-B to offer Hutto, Pflugerville and Round Rock shoppers expanded offerings to help manage their busy schedules and family's needs.

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"A grocery store has been the number one requested item from our residents for a long time, so being able to deliver on that request has been a great achievement for us," said Mayor Debbie Holland. "Our H-E-B will be just as unique as Hutto is!"

**Hutto H-E-B *plus!*. A ONE-STOP SHOPPING DESTINATION:**

- Located at the front of the store, **Blooms** is a specialty boutique that offers fresh flowers, bouquets, house wares, home goods and home décor. With a floral designer on staff, Blooms can help with everything from small celebrations to large weddings, and customers can even turn to Blooms for catering needs making it a convenient one-stop option for planning events.
- The **Mia's Mirror** accessory boutique where visitors can find stylish fashion jewelry collections, handbags and even shoes with prices ranging from \$8-\$30.
- A **Texas Backyard** with grills, patio furniture, plants, trees and more to create the perfect outdoor living space. Perfect for the do-it-yourselfer with selections from potting soil; plants to décor items and ceramics.
- An **Entertainment** department, offering mobile services with most major carriers, an excellent assortment of televisions, cameras, iPads, and games, electronics, accessories and movies.
- The **Cooking Connection** features in-store cooking demos, and shoppers can stop by anytime with questions, or to get recipes and cooking ideas. Customers will enjoy getting to know our knowledgeable and friendly team of Cooking Connection experts.
- The **Primo Picks Kitchen** highlights distinctive recipes and samples made with exclusive Primo Pick items available only at H-E-B.
- A **Kitchen and Dining Specialty Shop** within H-E-B *plus!* offering small appliances, utensils, and cookware.
- **Healthy Living** will be the place for anyone interested in bulk foods and spices. The department will also feature fresh-ground nut butters and local honey, natural and organic body products, sports nutrition and supplements.
- The **Produce** department will be home to an assortment of fresh fruits and vegetables, seasonal favorites, and a variety of organic and locally grown products. The produce department will also feature a **Fresh Squeezed Juice Bar** using fresh citrus squeezed daily just at the peak of flavor, as well as a **Fresh Cut Fruit Bar** featuring a wide selection of delicious fruits that are conveniently cut and ready to serve.
- The in-store scratch **Bakery** will be the place to find artisan breads baked fresh every day, and a large variety of decadent desserts, pastries and custom cakes.

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## HUTTO H-E-B *plus!*, page 3 of 3

- Busy families and commuters can stay on schedule with chef inspired oven-ready 'heat and eat' **H-E-B Meal Simple** products as well as Ready to Eat, Ready to Cook, and Ready to Prepare meals for streamlining home-cooked family favorites.
- The **Deli** offers a variety of natural turkeys, ham and roast beef that are slow roasted in-store daily and available sliced to order or by the pound, as well as an expanded assortment of fresh cut imported cheeses and specialty foods for entertaining.
- The store's expansive **Beer and Wine** department will offer a great variety of local and imported options.
- A full-service **Seafood department** with fresh fish and seafood flown in daily, and a **Sushiya** sushi bar will offer fresh, delicious, hand-rolled sushi available for take home.
- The full-service **Meat Market** will have a wide variety of specialty meats perfect for grilling, including USDA Prime Beef; American Wagyu Kobe beef; bison and veal; and natural, organic and grass-fed beef, pork, poultry and lamb.
- The **H-E-B Pharmacy** will be located inside the new store and shoppers will also appreciate the convenience of a drive-through. The H-E-B Pharmacy will offer home delivery service, easy prescription transfers, a \$4 generic prescription program and an automated "Refill Express" program. The Second Saturday Health Screenings and H-E-B Pharmacy Wellness Services room offer immunizations, screenings and education for customers wanting to manage their health.
- In the parking lot, customers will find a conveniently located **Gas Station** with 10 pumps and an **H-E-B Car Wash**.
- The new Hutto H-E-B *plus!* will be the first store in Central Texas to offer an enhanced, modernized **Convenience Store** alongside an H-E-B Gas Station. The fresh-focused Convenience Store will feature hand-rolled sushi, salads, sandwiches and pizza, perfect for grab-and-go. The Convenience Store will include an attached restaurant with a drive-through.

### About H-E-B

H-E-B, with sales of more than \$23 billion, operates more than 370 stores in Texas and Mexico. Known for its innovation and community service, H-E-B celebrated its 110<sup>th</sup> anniversary in 2015. Recognized for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience at everyday low prices. Based in San Antonio, H-E-B employs more than 86,000 Partners in Texas and 9,000 Partners in Mexico and serves millions of customers in more than 300 communities. For more information, visit [heb.com](http://heb.com).

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